

Promoting Smoke-free Dining in North Carolina



Secondhand Smoke is a Killer

- SHS is the third leading preventable cause of death in the US, killing 53,000 nonsmokers each year.
- For every eight smokers who die from smoking, one nonsmoker dies from secondhand smoke.

Secondhand Smoke is a Public Health Concern

- 2006 Surgeon General's Report:
 - There is no known safe level of exposure
 - Ventilation doesn't work
 - Secondhand Smoke harms adults
 - Lung cancer, lung disease, heart disease, heart attack, other cancers
 - Secondhand smoke harms infants and children
 - Asthma, breathing problems, SIDS, learning disabilities

Secondhand Smoke is a public Health Concern

- CDC's 2004 commentary:

"All patients at risk of coronary heart disease or with known coronary artery disease should be advised to avoid all indoor environments that permit smoking."

(Source: British Medical Journal, 2004)

**“Working a full shift was
like puffing a pack a day.
Take a tip from me, no tip
is worth dying for.”**

**DIANE KASSNER | Career Waitress
Second Avenue Deli**



Secondhand smoke kills
thousands of Americans a year.

It can bring on asthma attacks in children. Make a bad heart attack fatal. And could be increasing the risk of breast cancer among female restaurant staff by 40%.

Workers in restaurants, bars and casinos that allow smoking are exposed to 300-600% more secondhand smoke than if they live with a smoker at home.

Just 30 minutes' exposure has the same effects on blood and blood vessels as being a pack a day smoker.

No feasible ventilation system can protect your patrons or staff. Even tobacco companies that push such systems never claim they solve the health problem.

But going smokefree does.

In fact, medical studies find that hospitality workers breathe easier in just a few weeks.

Want to keep your business healthy? Get all the facts online, now, at **TobaccoScam.ucsf.edu**

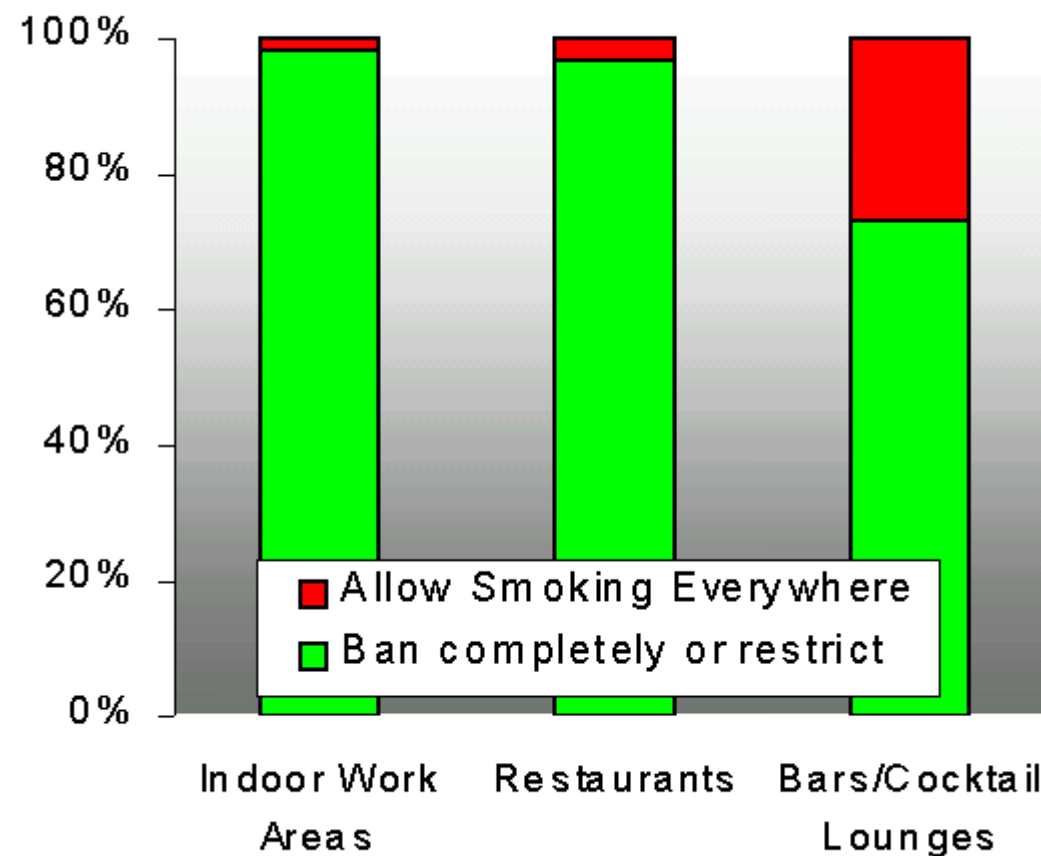
Smoke-Free is Good for Business

- Research has consistently shown that smoking restrictions do not have a negative impact on restaurants and bars. (*CDC MMWR, July, 5005*)
- A North Carolina Study showed no adverse impact on restaurant sales where stringent SHS policies were in place. (*NC Medical Journal, 1998*)
- In fact, many have shown increased sales!

Smoke-Free Saves Money

- Maintenance Costs: save \$190 per 1,000 square feet per year (*EPA*).
- Smoke-free reduces cleaning and maintenance costs by 10% (*Building Owners and Management Association*).
- In 1998 smoking materials caused 8,700 non-residential fires (*National Fire Protection Association*).

North Carolinians Want Smoking Restricted in Public Places



2001-02 (CPS) Census Data

North Carolinians Want Smoking Banned in Public Places

- Nearly 65% of respondents said they would support or strongly support a NC law to ban smoking in public places.
- 86% said they agree or strongly agree that employees in NC should be able to work in a smoke-free environment.
- (*Elon University Poll, 2006*)

North Carolina's Smoke Free Dining Campaign

- Is voluntary
- Raises awareness
- Promotes smokefree dining
- Builds “positive peer pressure”
- Informs consumers
- Does not protect *all citizens* from secondhand smoke exposure

Why Here? Why Now?

- NC has had a a “dirty air law” since 1993 that requires government buildings to set aside space for smoking.
- This law PREEMPTS (prohibits) stricter local rules.
- Local Boards of Health that passed restrictions prior to the “dirty air law” were sued and lost the power to restrict tobacco use.
- Wake County initiated this campaign and has made it available to all NC communities.

NC's Smokefree Dining Campaign will:

- Increase the awareness of the health risks of secondhand smoke;
- Increase consumer demand for smokefree dining;
- Promote voluntary adoption of smokefree policies.

How does it work?

1. Determine Baseline
2. Recruit New Restaurants
3. Provide Door Decals
4. Launch Website
5. Promote in the Media
6. Continue to Market to the Public and to Restaurants

1. Determine Baseline

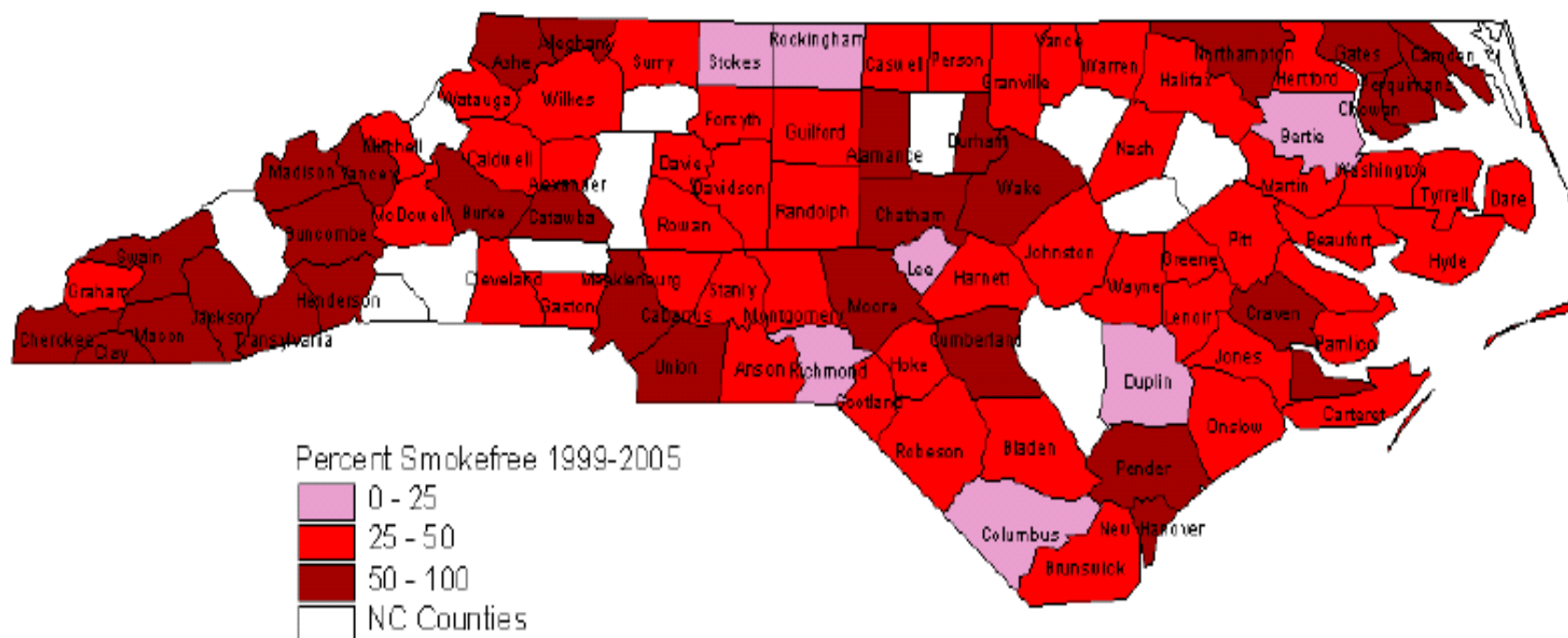
- Use a survey tool, such as the NC Restaurant Heart Health Survey (NC RHHS), to determine which restaurants in your community are already smoke-free.

N.C. Restaurant Heart Health Survey (NC RHHS) 2005-2006

- Statewide county sample of more than 88 counties (78 Health Departments) and 8,000 restaurants regarding healthy food options, restaurant smoking policy, and need for assistance.
- Single-page, face-to-face survey of restaurant staff.
- Conducted by health department staff or trained volunteers.
- Often conducted just following quarterly sanitation inspections.

NC RHHS Results

**Percentage of smoke free restaurants in 88 counties:
N.C. Restaurant Heart Health Survey, 1999-2005**



Percentage of smoke-free restaurants by participating county

N.C. Restaurant Heart Health Survey: 1999-2005

Percentage of smoke free restaurants, by participating county (# restaurants/most recent year), N.C. RHHS, 1999-2005

Alamance (254/05)	56%	Cherokee (57/05)	72%	Greene (37/04)	32%	Mitchell (23/04)	35%	Scotland (86/03)	43%
Alexander (32/05)	31%	Chowan (92/05)	56%	Guilford (615/04)	47%	Montgomery (44/05)	41%	Stanly (92/04)	46%
Alleghany (125/03)	58%	Clay (12/05)	92%	Halifax (104/05)	46%	Moore (261/05)	57%	Stokes (59/02)	17%
Anson (25/03)	32%	Cleveland (33/02)	42%	Harnett (134/04)	43%	Nash (118/04)	37%	Surry (65/04)	31%
Ashe (51/03)	58%	Columbus (104/05)	21%	Henderson (na/03)	63%	New Hanover (429/05)	52%	Swain (48/05)	71%
Beaufort (51/05)	39%	Craven (188/05)	62%	Hertford (19/04)	32%	Northampton (15/05)	60%	Transylvania (64/03)	64%
Bertie (12/04)	8%	*Cumberland (84/05)	51%	Hoke (na/03)	50%	Onslow (30/03)	47%	Tyrrell (29/03)	38%
Bladen (52/05)	29%	Dare (126/05)	49%	Hyde (11/05)	27%	Pamlico (38/05)	50%	Union (205/05)	65%
Brunswick (113/05)	48%	Davidson (192/05)	32%	*Jackson (55/05)	64%	Pasquotank (92/05)	56%	Vance (136/02)	38%
*Buncombe (287/02)	72%	Davie (61/05)	33%	Johnston (40/04)	40%	Pender (118/05)	71%	*Wake (115/03)	57%
Burke (50/03)	52%	Duplin (93/03)	23%	Jones (9/05)	33%	Perquimans (92/05)	56%	Warren (23/05)	30%
Cabarrus (183/02)	32%	*Durham (85/05)	66%	*Lee (42/05)	21%	Person (34/05)	32%	Washington (29/03)	38%
Caldwell (143/03)	45%	Edgecombe (/05)		Lenoir (131/03)	29%	*Pitt (57/05)	32%	Watauga (119/99)	37%
Camden (92/05)	56%	Forsyth (122/05)	43%	Macon (90/03)	73%	Randolph (158/04)	35%	Wayne (189/03)	31%
Carteret (91/03)	33%	Gaston (313/03)	43%	Madison (14/04)	57%	Richmond (39/05)	18%	Wilkes (101/04)	35%
Caswell (35/03)	31%	Gates (92/05)	56%	Martin (4/05)	50%	Robeson (234/05)	34%	Yancey (18/05)	56%
Catawba (240/04)	53%	Graham (8/03)	50%	McDowell (75/05)	36%	*Rockingham (100/05)	25%		
Chatham (64/04)	52%	Granville (136/02)	38%	Mecklenburg (108/04)	56%	Rowan (197/04)	42%		

* sample, not census

2. Recruit New Restaurants

- Use mailings, media and/or face-to-face visits to bring more restaurants into smoke-free status.
- Your CD includes a letter with a mail-in postcard you can use.
- Coalitions of teens and adults can help with this easily by using restaurant stickers that go on the bill.

I'm disappointed.
I like your restaurant.

I'd come more often
if it were smoke-free.

I have a health concern.
I like your restaurant,
but not the smoke.

I'll come back
when it's smoke-free.

**Happiness is
Smoke-Free
Dining**

We will tell our friends

Order from: **DANAS Marketing**
(919) 380-1717

3. Provide Door Decals

- The distinctive stickers identify the restaurant as smoke-free. Ordering information for the decals is included on your CD.
- You can also provide a certificate. Artwork for the certificate is on the CD.

North Carolina Decal

The Smoke-free
Restaurant decals
are available with
the North Carolina
logo.



Customized Decal

The Smoke-free
Restaurant decal can
be customized with
your county logo.



Customized Decal

The Smoke-free decal can be customized to cover other smoke-free establishments in your county.



To Order Decals

To order your Smoke-free Restaurant
decals, please contact:

Burlow Communications, Inc.

at

336-856-0500

4. Launch Website

- The simplest way to provide a smoke-free dining list to the public, is to put it on your website.
- You can also provide a printed list to distribute to the community.

Your Smoke Free Dining Website

- Your site can also be linked to the state list of counties, found at www.StepUpNC.com



5. Promote in the Media

- Use earned and paid media to inform consumers of their smoke-free dining options and to pressure other restaurants to become smoke-free.

Earned Media Example: News Release



Paid media Example: Billboard



Paid Media Example: Theater Slide

* SCREENVISION[®]
DIRECT



NORTH CAROLINA
Health  Wellness
TRUST FUND

Look for this
smoke-free stoplight
and

*breathe
easy.*

To find a smoke-free
restaurant, go to:

www.HelpOurBabies.org

CINEMA AD PROOF

Your signature below indicates your approval of the visual to commence screening at the next available start date.

Client Approval _____

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6. Continue to Market to the Public and Restaurants

- Contact restaurants that have not yet opened to encourage them to open smoke-free.
- Conduct surveys of the public and publicize their support for smoke-free dining.
- Publicize the percentage of restaurants that are smoke free.
- Let your successful restaurants serve as spokespersons.

The Dog House, High Point

- *“I did it mainly out of consideration for customers who don’t smoke, like children and people with allergies. But I’m not all altruistic, because it will help me in the turnover of booths. People sit there and have a nice leisurely cigarette, and then another, and there are people standing at both ends waiting for a booth.”*
 - Jean Freedle, owner

Shirley's Diner, Leland

- *“I should have done that a long time ago. I was scared that I would lose a lot of customers. People who stopped coming started coming back with no smoking.”*

– Barry Jathwa, owner

Pizza Inn, Greensboro

- *“Sales have definitely gone up. And nine out of 10 people who comment about it are supportive of the change.”*
- Sales up 11%
 - Kimberly Wyke, Manager

Arturo's, New Bern

- *“A lot of restaurants are doing it right now.”*
 - Arturo Guillen, owner

Therapy Marketplace & Café, Charlotte

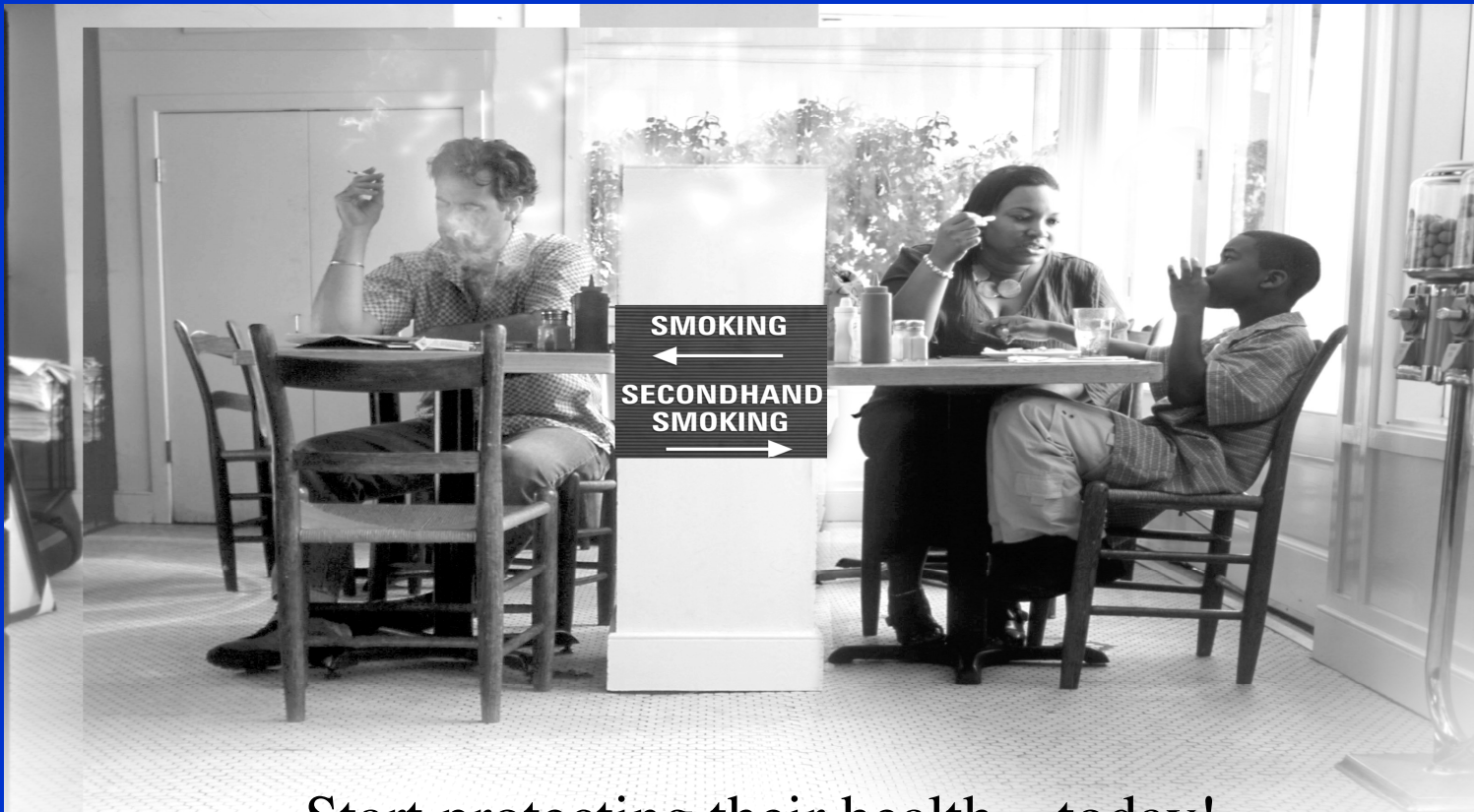
- “I don’t think a busy night goes by that someone doesn’t come up to me and say, ‘thank you. We love the fact that you don’t allow smoking.’”
– Tim Low, owner

Your Information Disk Contains the Following Information:

- sample artwork and order information for the window decals
- order information for the smoke-free restaurant stickers
- instructions for the campaign
- a letter to smoke-free restaurants
- a letter urging restaurants to go smoke-free
- a sample news release
- a postcard for restaurants
- a certificate to present to smoke-free restaurants participating in the program
- artwork for a generic postcard on the program
- Billboard artwork
- this Powerpoint presentation

Get Started Today

- We aren't going to leave you all alone with the CD.
- The Tobacco Prevention and Control Branch is here to help!
- Call your local consultant for advise and assistance as you put together your campaign.



Start protecting their health – today!



Tobacco Prevention and Control Branch